(modified PTO/SB/08A)						
U S Department of Commerce Patent and Trademark Office		Complete if	Known			
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)	Application Number: Filing Date: First Named Inventor: Group Art Unit: Examiner Name:	December 29, 2003	Gillis,	Brian	J.	

Google-33/APP (GP-086-00-US)

Attorney Docket No .:

Sheet

of 3

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Examiner Initials*	Cite No 1	U S Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages of Figures appear			
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Examiner Initials*	Cite No <sup>1</sup> Foreign Patent Document Office <sup>3</sup> Number <sup>4</sup>		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
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Examiner Signature	/Brian Gillis/	Date Considered	08/11/2010
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

I Unique citation designation number 2 See attached kinds of U.S. Patent Documents 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST 3) of Por Inpanses persond documents, the discast on of the year of the reign of the Emporent must proceed the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST 16, if possible 6 Applicant is to place a check mark here if Fegish Inanguage translation is attached.

(modified PIO/SB08A)

US Department of Commerce Patent and Irademask Office

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Filing Date: December 29, 2003

First Named Inventor: Chad Lester Group Art Unit: 2445x 2441

Examiner Name: 34485x 2441

Examiner Name: 34485x 2441

Examiner Name: 34485x 2441

Examiner Name: 34485x 2441

Attorney Docket No.: Google-33/APP (GP-086-00-US)

		OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS	
Examine	Cite	include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal,	T <sup>2</sup>
Initials*	No.1	serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	<u> </u>
	AI	comp.infosystems.www.providers Mar 14 1995 posting	_
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	AK	Nov. 7, 1995 email from Jason Strober to Ron Kovas, David Zinman, and Karen Johnson	
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	ΔM	Nov. 21, 1995 email from Jason Strober to "aroskey@nww.com"	Т
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	AP	Major Companies, Ad Agencies Using New Internet Ad Server; Focalink's SmartBanner Enables Cost-Effective Marketing on the Web, Business Wire, Feb. 5, 1996	
	AQ	comp.infosystems.www.servers.unix Feb 15 1996 posting	Г
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	1	Google Inc., Civil Action No. 1:08-CV-03139, dated June 26, 2009 (12 pgs.)	
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	A.V.	Apache WebServer 1.0 code mod aliase file	_
	ΔW	Apache WebServer 1.0 Documentation	_
	AX	CERN WebServer Config/Rules (Web page) 1994	
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	BP	Novak & Hoffman, New Metrics for New Media: Toward the Development of Web Measurement Standards 1996		
	BO	O'Reilly, Tim, Publishing Models for Internet Commerce, COMMUNICATIONS OF	+-	
	150	THE ACM, June 1996/Vol. 39, No. 6, pps 79-86		
	BR	PHP Programming Language Source Code version 1.08 phpl.c file		
	BS	RFC 1945 1996		
	BT	"The Rise of the Infomediary," The Economist, June 24, 1999		
	BU	Spinner v. 1.0b12 WebServer code (server/modules/cgi.lpc)		•
~~~~	BV	Spinner v. 1.0b12 WebServer code (server/modules/directories.lpe)		•••
	BW	Spinner v. 1.0b12 WebServer code (server/modules/btaccess lpc)		
	- BX	Spinner v. 1.0b12 WebServer code (server/modules/mainconfig.lpc)		
	BY	Spinner v. 1.0b12 WebServer code (server/modules/redirect.lpc)		
	BZ	Spinner WebServer Documentation configuration (configuration/specific)		eee
	CA	Spinner WebServer Documentation configuration (faq)		
	CB	Spinner WebServer Decumentation configuration (modules)		
	CC	Spinner WebServer Documentation configuration (mods/relay)		
	CD	Spinner WebServer Documentation configuration (redirect)		
	CE	Spinner WebServer Documentation configuration (server/modules/htaccess.lpc)		-
	CF	Zeff & Aronson, Advertising on the Internet (1st ed.) 1997		

Examiner Signature	/Brian Gillis/	Date Considered	08/11/2010	
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<sup>\*</sup>EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609 Draw line through citation if not in conformance and not considered Include copy of this form with next communication to applicant

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /BJG/

<sup>1</sup> Unique citation designation number 2 Applicant is to place a check mark here if English language translation is attached